Global Logistics Optimization

3 – 7 January 2027
Tunis (Tunisia)



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Why This Course

In a world of complex supply chains, volatile markets, and shifting trade routes, logistics optimization has become a strategic imperative.

Organizations that can efficiently manage the movement of goods, data, and information across global networks gain a critical competitive advantage in cost, speed, and customer satisfaction.

The Global Logistics Optimization program provides participants with the strategic frameworks, analytical tools, and digital capabilities to design, manage, and continuously improve global logistics systems.

It integrates transportation management, distribution network design, trade compliance, and technology enablement — enabling participants to achieve operational excellence and supply chain resilience in an interconnected world.

Through simulations, case studies, and data-driven workshops, participants will learn how to turn logistics into a strategic growth enabler that delivers measurable efficiency, sustainability, and value.

What You'll Learn and Practice

By joining this program, you will:

- Understand the strategic role of global logistics in supply chain performance.
- Design and optimize international transportation and distribution networks.
- Apply logistics analytics to improve cost, delivery, and reliability.
- Manage multimodal transport, warehousing, and last-mile logistics.
- Ensure compliance with customs, trade regulations, and global standards.
- Implement digital tools and automation for end-to-end logistics visibility.
- Build resilient, agile, and sustainable logistics systems.
- Develop a comprehensive global logistics optimization strategy.



The Program Flow

Day 1: The Global Logistics Landscape

- Understanding global logistics systems and their strategic impact.
- Key components: transportation, warehousing, distribution, and trade.
- Trends shaping logistics — globalization, e-commerce, and supply disruptions.
- The role of logistics in competitive advantage and customer experience.
- Case study: How leading global companies transformed logistics efficiency through strategy and innovation.

Day 2: Transportation Strategy and Network Design

- Designing multimodal transport systems — air, sea, rail, and road.
- Route optimization, capacity planning, and freight consolidation.
- Network design models and cost-to-serve analysis.
- Balancing speed, cost, and reliability in logistics strategy.
- Workshop: Building an optimized transportation network using real-world data.

Day 3: Warehouse, Distribution, and Inventory Integration

- Strategic warehouse location and layout design.
- Cross-docking, fulfillment centers, and distribution planning.
- Integration of inventory strategy with logistics performance.
- KPI frameworks: inventory turns, OTIF On-Time-In-Full, and logistics cost ratio.
- Simulation: Designing a warehouse-distribution network for optimal flow efficiency.

Day 4: Digital Logistics and Trade Compliance

- Digital transformation in logistics — IoT, AI, and predictive analytics.
- Transportation Management Systems TMS and Warehouse Management Systems WMS.
- Blockchain, data visibility, and real-time shipment tracking.
- Trade compliance — customs procedures, INCOTERMS, and documentation.
- Group exercise: Building a digital logistics control tower for global operations.

Day 5: Resilience, Sustainability, and Future Logistics

- Risk management and supply chain resilience planning.
- Sustainability in logistics — green transport, carbon footprint reduction, and circular models.
- Collaboration across suppliers, carriers, and customers for agility.
- The future of logistics — autonomous transport, robotics, and smart ports.
- Final project: Developing a Global Logistics Optimization roadmap for your organization.



Individual Impact

- Gain strategic and operational mastery in global logistics systems.
- Strengthen analytical and problem-solving skills for optimization.
- Learn to leverage digital tools for logistics visibility and efficiency.
- Build confidence in managing complexity across international supply chains.
- Position yourself as a Global Logistics Optimization Leader capable of driving performance and innovation.

Work Impact

- Optimize logistics networks to reduce cost and improve service levels.
- Strengthen supply chain resilience and flexibility.
- Enhance compliance and efficiency in cross-border trade operations.
- Improve collaboration and visibility across global supply partners.
- Drive sustainable logistics practices aligned with ESG goals.

Training Methodology

This program combines strategic insight, analytical modeling, and applied practice to ensure both conceptual mastery and real-world capability.

Learning methods include:

- Global case studies from manufacturing, retail, and logistics leaders.
- Interactive workshops on transportation modeling and warehouse optimization.
- Simulation exercises for network design and cost-performance trade-offs.
- Group discussions on digital transformation and risk management.
- Toolkits, scorecards, and modeling templates for professional application.

Beyond the Course

Upon completion, participants will be equipped to design and lead logistics optimization initiatives that enhance efficiency, reduce cost, and strengthen competitiveness across the global supply chain.

Graduates of this program will emerge as Global Logistics Optimization Professionals — capable of transforming logistics operations into strategic assets that drive organizational excellence and global growth.

